



Determinants of the Decision to Repurchase Green Personal Care Products in the Jakarta Vegetarian Community

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Abstract -Purpose: This study seeks to analyze the determinants underlying the Jakarta Vegetarian Community's Repurchase Intentions for Environmentally Friendly Personal Care Products. The results of this study are of significance not only for the field of green marketing but also for the broader field of environmental communications, which is increasingly dependent on differing understandings of consumer behavior. Research design, data and methodology: This research was conducted using a quantitative approach which included hypothesis testing, and survey data collection procedures using a research instrument in the form of a questionnaire with the ultimate goal of testing the predetermined hypotheses. Results: 1. Environmental awareness is the most prominent factor in the repurchase decision. Conclusion: This study illustrates that consumers' environmental awareness plays an important role in motivating them to repurchase eco-friendly personal care products, especially because of their recognition that eco-friendly products play a fundamental role in improving the quality of life by minimizing pollution, which are non-green products. . products tend to contribute to .

Keywords : Environmental communication, Green marketing, Green repurchase intention, Green products, Research instruments

1. INTRODUCTION

Over the last few decades, environmental challenges have become increasingly common, and pollution has become the main cause of this problem in many fields (Yuniarto, 2016). Noteworthy, personal care products were identified as a big contributor to air pollution, in line with a scientific report published in Science, which showed that these products contribute to air pollution as much as cars and trucks. This phenomenon has increased consumer awareness of the importance of choosing environmentally friendly products, which is driving green revolution aspirations to prevent further environmental degradation (Hasid, SE, Akhmad Noor, SE, & Kurniawan, 2022) .

Another effort to improve the quality of life by attracting consumers to choose environmentally friendly products is through the implementation of environmentally friendly marketing. Green marketing is a multifaceted approach that involves the creation and promotion of goods based on actual or perceived environmental sustainability (Agustian & Razali, 2023) . Such strategies could include driving a product's production emissions low, utilizing post-consumer recycled materials in its packaging, and other tactics aimed at reducing its carbon footprint. This innovative technique, as noted by (Puspita, Nuraeni, Setyawan, Wijaya, & Isna, 2022), has emerged as a promising tool to drive consumer behavior towards eco-friendly products.

According to (Rahayu, Abdillah, & Mawardi, 2017) various industries were identified as continuously emphasizing their environmentally friendly marketing strategies. These industries include food, detergents, forest and wood products, fashion products, travel and hospitality, energy, and goods that are reproduced and rented. This research reveals that detergents, a category

of personal care products, have emerged as one of the top two industries that are quicker to adopt eco-friendly marketing strategies compared to the other six industries.

When someone buys a certain product, they may face a series of affective experiences related to the purchase decision. The intention to repurchase an environmentally friendly product is determined by five factors, namely Green Value, Emotional Value, Environmental Awareness, Perceived Quality by Consumers and Intention to Repurchase Environmentally Friendly Goods (Ariffin, Yusof, Putit & Shah, 2015). Repurchase intention and customer loyalty are interrelated and have a reciprocal effect on each other. Satisfied customers tend to show greater levels of loyalty and are more likely to make subsequent purchases of the same merchandise, whereas loyal customers are more likely to repurchase goods and show satisfaction (Curtis, Abratt, Dion & Rhoades, 2011).

Investigation of repurchase intention of eco-friendly personal care products is a topic of interest in academia, especially in the field of communication sciences. An illustrative example of this research is research conducted by (Meliana, 2020) which aims to determine the factors that influence consumer repurchase intentions for eco-friendly personal care products in Malaysia. The results of the study reveal that the repurchase intention of eco-friendly personal care products is substantially influenced by variables such as environmental concern, perceived value, product quality, and brand image. In addition, this study also highlights the importance of demographic factors such as age, gender, and level of education on repurchase intention. Therefore, these findings suggest that marketers should consider these factors when designing



marketing strategies for eco-friendly personal care products in Malaysia.

Based on the observed phenomena, this study will investigate the determinant factors and motivational indicators that influence the decision to repurchase eco-friendly personal care products at the Jakarta Vegetarian Community. Using a quantitative research approach, the researchers will distribute a 5-point Likert scale questionnaire to 171 participants who are members of the Jakarta Vegetarian Community.

The intention to repurchase eco-friendly products is an important factor in predicting the success of an eco-friendly marketing strategy. Several theories and models have been proposed to explain the factors influencing green repurchase intention, according to Ogunnaike et al. (2020). According to the green brand equity model, consumers who perceive environmentally friendly products as having high quality and have strong brand loyalty towards these products are more likely to repurchase these products in the future.

Research conducted by Wu & Chen (2014) entitled "The Impact of Green Marketing & Perceived Innovation on Purchase Intention for Green Products", aims to see whether consumer awareness of environmentally friendly marketing and innovation will increase purchase intentions, because companies are currently competing to be the first to create and introduce eco-friendly or eco-friendly products to the market. 320 effective questionnaires about energy saving lamps and 310 effective questionnaires about environmental cleaners which were analyzed through SEM analysis were used in conducting this research. There are three points found in this study, namely consumer perceptions of the quality and value of energy-saving lamps and environmental cleaners are largely influenced by their awareness of environmentally friendly marketing, which in turn drives their purchase intentions, consumer perceptions of energy-saving lamp innovations, especially influence their attitudes toward quality, price, and value, while their view of environmental cleaning innovation primarily influences their perceptions of quality and value, all of which in turn influence purchase intentions. The findings on these two items indicate that customer awareness of green marketing has a greater influence on purchase intention than innovation perception.

Other previous research regarding the field of environmentally friendly purchase intentions was carried out by (Kusumawati & Tiarawati, 2022) with the title "The Influence of Consumer's Perception of Green Products on Green Purchase Intention" which aims to investigate how consumer perceptions of environmentally friendly goods influence consumer desires to make eco-friendly purchases. A survey was used, collecting a total of 159 questionnaires from respondents aged over 18 years. The findings show that green labels, green product values, and green business perceptions all have a large positive impact on consumer intentions to make green purchases. The results also show that the consumer's intention to make green

purchases is most significantly influenced by eco-friendly labels and the value of eco-friendly products. In contrast, neither eco-friendly packaging nor eco-friendly advertising have a major influence on consumer decisions to buy eco-friendly products.

Grewal and Levy (2008) suggest that green marketing helps consumers find products that are more environmentally friendly through the strategies used by businesses. However, the language used in green marketing can be confusing and difficult for consumers to navigate. Sustainable practices must prioritize economic benefits for farmers, environmental responsibility, and social responsibility (Wilarjo, 2011). Ottman, Stafford, and Hartman (2006) suggest that businesses can benefit from adopting an "eco-friendly marketing" approach, which involves promoting the environmental attributes of products to attract environmentally conscious consumers. The authors provide a framework for eco-friendly product development that includes product design, sourcing sustainable materials, using energy-efficient manufacturing processes, and promoting environmental benefits of products.

Ariffin, Yusof, Putit, and Shah (2015) found that five main factors significantly influence consumer intention to repurchase environmentally friendly products. These factors include the Green value which represents the environmental benefits of the product. Emotional value (Emotional value) which reflects the attachment or emotional satisfaction that consumers get from using environmentally friendly products. Environmental awareness which measures consumers' awareness of environmental issues and their willingness to contribute. on environmental protection, Consumers' perception of quality, which assesses how consumers evaluate the quality of green products compared to similar products on the market, and Intention to repurchase green goods, which measures consumers' willingness to buy green products again in the future. These variables are very important in influencing consumers' intention to repurchase green products.

The ultimate goal of environmental communication is to raise public awareness and educate individuals on the best ways to prevent environmental hazards, and provide recommendations regarding societal responses to changes affecting human well-being and nature (Skutka, 2019). This interdisciplinary field engages academics, business professionals and the general public.

2. Overall, the literature on green product theory emphasizes the importance of incorporating green features into products and communicating environmental benefits to consumers. By doing this, businesses can attract environmentally conscious consumers, differentiate themselves from competitors, and contribute to sustainable development.



Based on previous literature and research, this study uses five factors as independent variables and one dependent variable, namely repurchase decisions.

The independent variables in this study are as follows:

- Green value
- Emotional value

- Environmental awareness
- Perceived quality
- Intention to repurchase green items

The dependent variable in this study is as follows:

- Repurchase decision

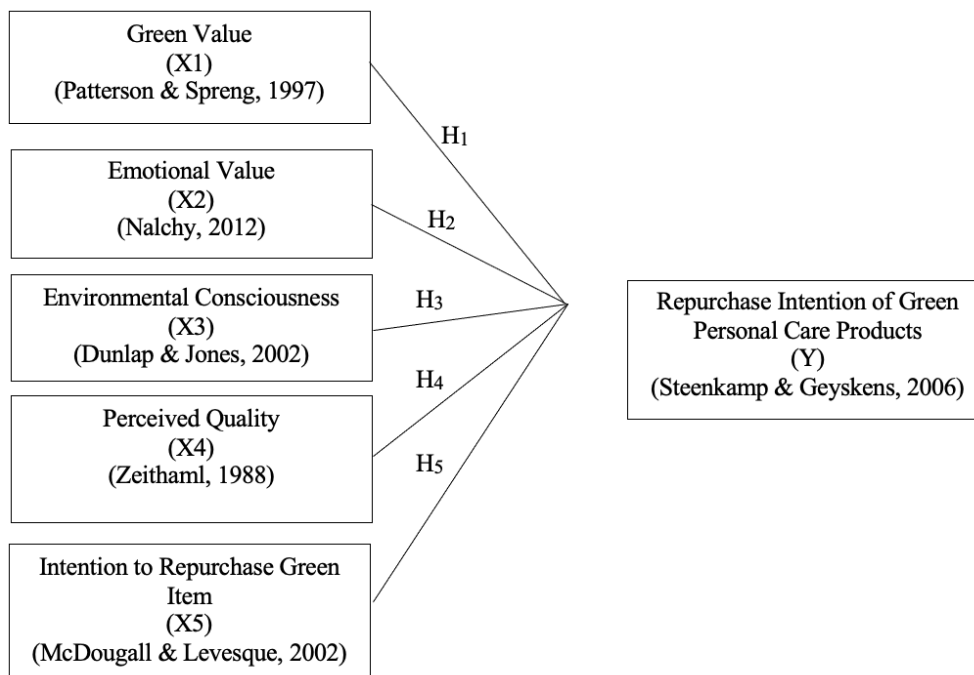


Figure 1. Conceptual model

Based on the proposed model, the following hypotheses are formulated to be tested:

H1: Green value is a factor that influences consumer repurchase decisions for green personal care products

H2: Emotional value is a factor that influences consumer repurchase decisions for green personal care products

H3: Environmental awareness is a factor influencing consumers' repurchase decisions towards eco-friendly personal care products

H4: Perceived quality is a factor that influences consumer repurchase decisions for green personal care products

H5: The intention to repurchase green items is a factor that influences consumers' repurchase decisions for green personal care products

Variable Definitions

From the description of the research framework and the explanation of the research concept above, it can be concluded in the research framework, that there must be a relationship between repurchasing factors and the intention to repurchase green personal care products, which are related to these five factors, including;

(environmentally friendly value, emotional value, concern for the environment, perceived quality by customers, and intention to repurchase eco-friendly goods).

Green value

The green value theory suggests that consumers are more likely to repurchase green products if they perceive the products to be environmentally friendly and of good value. The perceived value of an environmentally friendly product is the combination of the environmental benefits and the monetary costs of the product. If the perceived value of an environmentally friendly product is higher than competing products, consumers tend to repurchase the product (Halim, Matoati, Viana, & Suryawati, 2022).

Emotional value

The theory of emotional value suggests that emotions can influence consumer attitudes and behavior towards products. Consumers who feel positive emotions when using or buying environmentally friendly products are more likely to repurchase these products. Positive emotions such as joy or excitement



can create a lasting impression of a product and positively influence consumer repurchase intentions (Sefudin & Darwin, 2020).

Environmental awareness

Environmental awareness theory states that consumers who are environmentally conscious are more likely to have a positive attitude towards environmentally friendly products. Consumers who prioritize sustainability tend to have higher repurchase intentions for environmentally friendly products (Liap, Permana, Nurmahdi, Wibowo, & Chong, 2023).

Perceived quality

Perceived quality theory suggests that consumers' perceptions of a product's quality, including its functional performance and environmental attributes, can influence their repurchase intention. If consumers consider environmentally friendly products to be of high quality, they are more likely to buy them again (Munawar, 2022).

Intention to repurchase eco-friendly goods

The theory of intention to repurchase green products suggests that consumers who have the intention to repurchase green products are more likely to follow through on that intention. Consumers who prioritize sustainability and make a conscious effort to repurchase eco-friendly products are more likely to continue to repurchase these products in the future (Ghazali et al., 2020).

3. RESEARCH METHODS

To conduct this research, a quantitative approach will be applied. According to Creswell (2014),

a quantitative approach analyzes an idea by formulating certain hypotheses and using data collection to confirm or refute the hypothesis. To conduct this research, several factor analyzes were used as follows:

Step 1. The researcher used a probable random sampling technique to identify the required sample size for this study using the Slovin formula, which showed that 171 out of 297 were the population of this study, which is about 57% of all members of the Jakarta Vegetarian Community.

Step 2. A four-point Likert scale questionnaire was used to collect data. The survey collected data on the gender, age and employment status of the respondents. The second part of the questionnaire focuses on the factors that influence consumers' decision to repurchase eco-friendly personal care products. Respondents were given a four-point Likert scale, ranging from "strongly disagree" to "disagree", "agree", and "strongly agree", to express their opinion regarding these influencing factors.

Step 3. A Likert-scale questionnaire consisting of four points was sent to the Jakarta Vegetarian Community social platform, so that they could access and respond to the questionnaire.

Step 4. After the data has been collected, several data analysis processes are carried out which include: validity test with Pearson's correlation coefficient, reliability test with Cronbach's Alpha, normality test with Kolmogorov-Smirnov test, heteroscedastic test with Glejser test, correlation test with Pearson's correlation coefficient, multiple regression and hypothesis tests, all of which are run through the SPSS software.

In Step 5. The researcher uses the data to conduct a confirmatory factor analysis which aims to identify the factors that influence the repurchase decision of eco-friendly personal care products.

4. RESULTS AND DISCUSSION

Results

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.573 ^a	.328	.302	.24539	.328	12.411	5	127	.000

a. Predictors: (Constant), dgri, dgv, dpq, dev, dce

b. Dependent Variable: dY

It can be seen that the significance value of the F change of 0.000 is smaller than the predetermined alpha value of 5%, this indicates that the independent variables (X) are jointly related to the Y variable, giving rise to a correlation. The Pearson value obtained was

0.573 indicating that the magnitude of the relationship between the independent variables and variable Y was included in the moderate correlation group.

Multiple Regression

**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.001	.021		-.066	.948
	dgv	.105	.062	.177	1.693	.093
	dev	-.215	.079	-.284	-2.722	.007
	dpq	.112	.049	.191	2.255	.026
	dce	.230	.062	.400	3.717	.000
	dgri	.190	.077	.210	2.478	.015

a. Dependent Variable: dY

Based on the results of multiple regression analysis, the derived model can be stated as follows: $Y = -.001 + 0.105(GV) - 0.215(EV) + 0.112(PQ) + 0.230(CE) + 0.190(GRI)$. From this model, it can be concluded that an increase in one unit of GV will cause an increase in the value of Y by 0.105. Similarly, a one-unit increase in PQ will result in an increase in Y value of 0.112, whereas every 1 increase in CE will result in a

0.230 increase in Y. Note, however, that a 1 increase in EV will result in a 0.215 decrease in Y value. Furthermore, the model's multiple correlation analysis produces a Pearson value of 0.573 which indicates that the degree of relationship between the independent variable and Y can be classified as moderate correlation.

Research Hypothesis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.001	.021		-.066	.948
	dgv	.105	.062	.177	1.693	.093
	dev	-.215	.079	-.284	-2.722	.007
	dpq	.112	.049	.191	2.255	.026
	dce	.230	.062	.400	3.717	.000
	dgri	.190	.077	.210	2.478	.015

a. Dependent Variable: dY

In the current investigation, the hypothesis testing procedure involves utilizing the Sig value in the Statistical Package for Social Sciences (SPSS) software (Alfian, Putriyani, & Hafsyah, 2022). Specifically, if the Sig value exceeds the predetermined alpha level of 5% (0.05), this indicates that the independent variable under study has no significant effect on the dependent variable, namely Y. Conversely, if the Sig value is less than the alpha level, it is 5% (0.05), this shows that the independent variable has a significant effect on the dependent variable Y.

The following is a summary of the results of hypothesis testing carried out in this study:

Hypothesis 1 testing: The Sig value of the effect of GV (Green Value) on Y is 0.093 > 0.05, indicating that there

is sufficient evidence to reject H1 or conclude that GV (Green Value) has no effect on Y.

Hypothesis 2 testing: The Sig value of the effect of EV (Emotional Value) on Y is 0.007 < 0.05, indicating that there is sufficient evidence to accept H2 or concluding that EV (Emotional Value) has an effect on Y.

Hypothesis 3 testing: The Sig value of the effect of PQ (Perceived quality) on Y is 0.026 < 0.05, indicating that there is sufficient evidence to accept H3 or concluding that PQ (Perceived quality) has an effect on Y.

Hypothesis 4 testing: The Sig value of the influence of EC (Environmental Awareness) on Y is 0.000 < 0.05, indicating that there is sufficient evidence to accept H4 or conclude that EC (Environmental Awareness) has an effect on Y.



Hypothesis 5 testing: The Sig value of the effect of GRI (Green repurchasetention) on Y is 0.015 < 0.05, indicating that there is sufficient evidence to accept H5 or concluding that GRI (Green repurchasetention) has an effect on Y.

Discussion

From the findings of this study, a comprehensive analysis of five key determinants, namely Green Value, Emotional Value, Perceived Quality, Environmental Awareness, and Green Purchase Intention, was carried out to ascertain their impact on consumers' propensity to repurchase eco-friendly personal care products (Wibowo (Wibowo & Amaliah, 2015). product. Remarkably, this study revealed that Environmental Awareness emerged as the most prominent factor, obtaining the highest score among the other variables, as evidenced by the following scores: 0.105 for Green value, 0.215 for Emotional value, 0.112 for Perceived Quality, 0.230 for Environmental Awareness, and 0.190 for eco-friendly purchase intentions.

The current research has effectively answered the initial research question by showing that the main factor driving repurchase intention towards eco-friendly personal care products among members of the Jakarta Vegetarian Community is environmental awareness (Putriyane & Juniarty, 2023 (Putriyane & Juniarty, 2023). This finding is corroborated by research (Setyanto, 2018), which examines the impact of environmental awareness on consumer tendencies to repurchase eco-friendly products and shows that individuals with high environmental awareness are more likely to consider eco-friendly consumption as an important matter, a moral imperative and a mechanism for express their values, thereby motivating them to repurchase eco-friendly products.

Because environmental awareness is found to be a factor influencing repurchase decisions, there are several indicators that support this result, namely that the decision is influenced by consumer awareness of environmental impacts (Tridiwianti & Harti, 2021), where this indicator measures the level of individual knowledge and understanding. have regarding the environmental consequences of conventional personal care products versus eco-friendly alternatives.

5. CONCLUSION

In conclusion, this study has examined five key determinants, namely Green Value, Emotional Value, Perceived Quality, Environmental Awareness, and Green Purchase Intention, to determine their impact on consumers' propensity to repurchase eco-friendly personal care products. The findings of this study have significant implications for marketers of eco-friendly personal care products, highlighting the importance of environmental awareness and knowledge of environmentally safe products in driving consumer behavior. Building on the insights gained from this

research, a comprehensive set of recommendations have been put forward to enhance the effectiveness and appropriateness of future research efforts aimed at deepening the knowledge base on the subject. This research has offered valuable insights into the factors driving sustainable consumer behavior in the context of green repurchase intentions. One of the recommendations is the use of a larger sample size to increase the representativeness of the study population. In addition, more stringent data collection methods can be used to ensure the validity and reliability of the data collected. The inclusion of new variables can also broaden the scope of the research, highlighting new factors that can influence the repurchase intention of green products.

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